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Johnny Grant
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Hollywood*

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Executive Director
Kerry Morrison

January 19, 1998

TO: Mike Vitkiewicz, Manager
Special Assessment Unit
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District

SUBJECT: Fourth Quarter Report
October 1, 1997 through December 31, 1997.

Hollywood Entertainment District
7083 Hollywood Blvd., Suite 304
Hollywood, CA 90028
phone 213 463 6767 fax 213 463 1839



As is required in our Agreement with the city of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District. During the fourth quarter of this year, our attention has turned toward assisting property owners along the eastern corridor of Hollywood Boulevard in their efforts to expand the BID. We have also begun to implement programs associated with our receipt of a \$500,000 grant from the MTA/CRA. Our "annual report" will be included in the January, 1998 issue of BID BIZ.

I. Operational Issues

- A new budget for the 1998 calendar year was developed and approved by the Board at their December meeting. The budget assumes a ten percent non-payment shortfall from property owners.
- A letter was sent to the County Auditor/Controller asking for documentation as to why the District only received \$530,000 out of the \$600,000 anticipated assessment in 1997.
- Annual elections were conducted at the annual meeting on November 6, 1997. Property owners were notified in advance of the recommended names to fill vacant seats. Three seats were filled and officers were elected for the coming year. Elected to serve new three-year terms were William Hertz, Sandra Reed and Melvin Choo. Mehdi Bolour of Hollywood Plaza Associates was elected to complete the term for the seat formerly held by John Given. Officers for the coming year include Steve Ullman (President), William Hertz (Vice President), Raubi Sundher (Secretary) and Sandra Reed (Treasurer).

- In November, Board member George Meyer resigned his seat, given a job transfer. The Board voted to seat Robert Percival of Citicorp Real Estate to the seat vacated by Meyer. A recommendation letter was sent to property owners in December as part of the 30-day notice requirement.
- Four committees were established for 1998 to streamline the operations of the BID and to help the Board meetings run more efficiently: (1) Security Committee; (2) Streetscape Committee; (3) Marketing and Public Relations Committee; (4) BID Expansion Committee.
- A survey was sent to all property owners and distributed to approximately 60 businesses during the first two weeks in December. Survey results will be summarized in the January issue of the BID BIZ. Generally, 93 percent of the respondents indicated that the overall appearance of the District has significantly or very significantly improved over the past year.

II. Security

- Statistics released by the LAPD Hollywood Division continue to show a remarkable drop in crime within the BID area during the April 1 through December 31 period (coinciding with Burke Security in the BID), as compared to 1996. Year end statistics depict an overall drop in crime of 36 percent, with special note made of the following:
 - A. Burglary and theft from vehicles down 54 percent over 1996
 - B. Aggravated assaults down 34 percent over 1996
 - C. Grand theft-auto down 21 percent over 1996.
- During this period, approximately 64 individuals were arrested by the HED Security Patrol.
- The year-end total of arrests made by Burke Security is 256 for the following reasons:
 - ✓ 48 percent for drug and alcohol-related offenses
 - ✓ 20 percent for trespassing on private property

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- ✓ 7 percent for illegal sales or soliciting
- ✓ 6 percent for battery and/or fighting
- ✓ remainder for sidewalk offenses, aggressive panhandling, etc.

- A one-year extension of the contract with Burke Executive Security and Investigations was negotiated for the period January 1, 1998 through December 31, 1998.

III. Maintenance

- Sharyn Romano, executive director of the Hollywood Beautification Team, met with the Board of Directors at their November meeting to discuss current issues relative to servicing the sidewalks, gutters, litter and graffiti control in the BID.

IV. Sign/Sidewalk Ordinance Enforcement

- Public Works Street Use Inspectors moved through the District in October, issuing additional Orders to Comply, and in some instances, second warning notices. For the most part, all but three stores have removed their A-frame sidewalk signs and merchandise from the sidewalk. The final hold-outs will be scheduled for City Attorney hearings in January, 1998.
- Some progress has been made on eliminating the news racks from the Walk of Fame. One still remains and at issue is whether the BID's nighttime cleaning contractor (HBT) cleans the sidewalks using a machine that travels from the curb to the building.
- Follow-up Orders to Comply were mailed to property owners and business owners by the Building and Safety department in October. There are still a number of unresolved violations within the District. Maintaining vigilance over enforcing the sign ordinance remains a priority, and renewed efforts will begin after the first of the year.
- The District submitted a joint application for six restaurants interested in seeking street dining permits on 11/5/97. The application was sent to the Department of Public Works, Development Services Division.

V. MTA/CRA Grant

- Funds were received from the CRA in October. A one-year spreadsheet budget was created and adopted by the Board to manage the \$500,000 MTA funds for the next year.
- Requests for Proposals were mailed to web-site designers to seek proposals for the upgrading/updating of the District website (<http://www.hollywoodbid.org>). Funds for this project are available from the MTA/CRA grant (\$8,000). Three proposals were received by the 12/30/97 deadline.
- The first two installments of funds from the CRA/MTA grant funds were forwarded to the Hollywood Chamber of Commerce toward the Chamber's historic signage program. The total budget for this program is \$75,000.
- The Board of Directors authorized an expenditure, not to exceed \$25,000 from the CRA/MTA funds, to ensure that the 22 trees within the Hollywood/Highland street restoration area will be Mexican Fan Palms, instead of Ficus trees. This expenditure represents the difference between what the MTA had budgeted to pay for this portion of the street restoration project and the cost of palm trees.

VI. BID Expansion

- The Phase II Steering Committee continues to meet on almost a bi-weekly basis to make progress toward a targeted Spring petition drive. The Committee has raised \$26,000 in seed money; and pledges bring the total to \$30,000. A bank account has been established at the Bank of Hollywood.
- Tentative boundaries have been established covering the 12-block stretch (McCadden to Gower) and a \$1.6 million assessment budget has been established for services.
- Lee Strong of Downtown Focus has been retained to provide the consulting services to the expansion effort.

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- HED testified at the Community Development Committee on October 20, 1997 to secure \$30,000 in matching funds for the expansion effort. The city council will deal with this motion after the first of the year.

VII. Other

- Kerry Morrison spoke to the 9th Annual UCLA Visitor's Outlook Conference in December and participated on a panel highlighting new attractions in Southern California. Fellow panelists represented Disneyland, Universal Studios and the new Long Beach Aquarium of the Pacific.

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